

### Site Usage

**61,567 Visits**  
Previous: 50,687 (21.47%)

**51.31% Bounce Rate**  
Previous: 49.08% (4.53%)

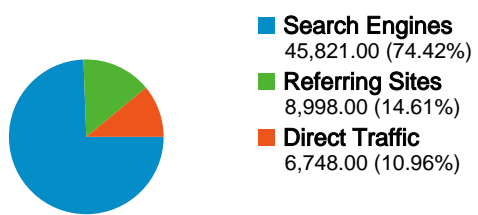
**186,577 Pageviews**  
Previous: 162,121 (15.09%)

**00:02:29 Avg. Time on Site**  
Previous: 00:02:43 (-8.97%)

**3.03 Pages/Visit**  
Previous: 3.20 (-5.25%)

**38.67% % New Visits**  
Previous: 42.15% (-8.24%)

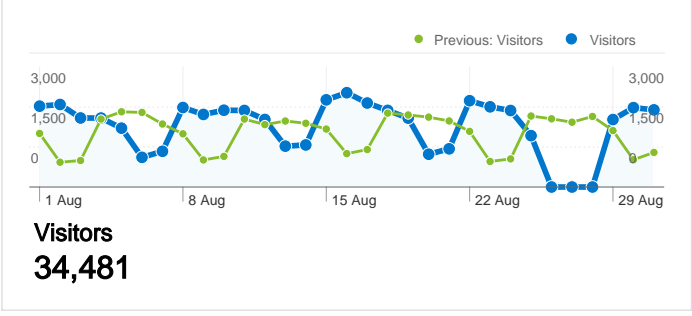
### Traffic Sources Overview



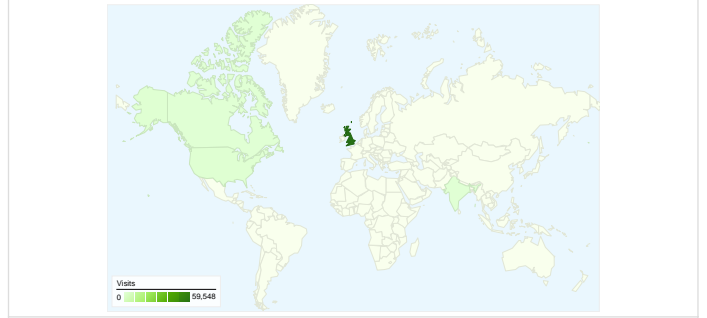
### Content Overview

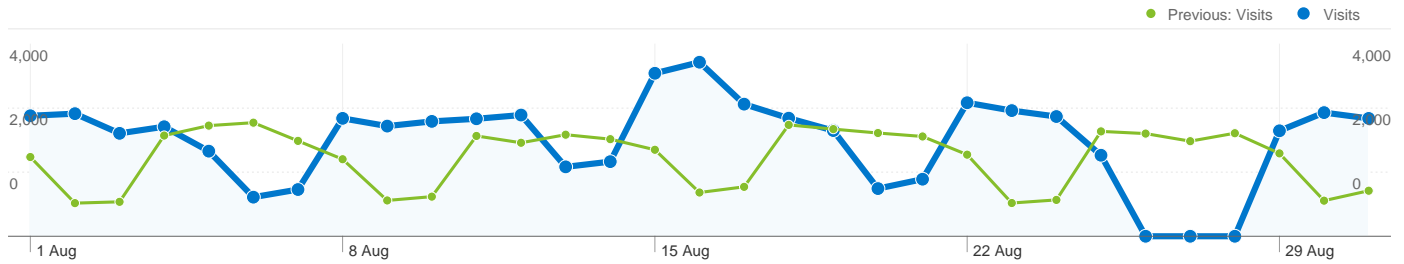
Pages	Pageviews	% Pageviews
<b>/Home.aspx</b>		
1 Aug 2011 - 31 Aug 2011	33,887	18.16%
1 Jul 2011 - 31 Jul 2011	30,035	18.53%
% Change	12.83%	-1.96%
<b>/CouncilAndGovernment/EqualityDiversityAndCitizenship/Coun</b>		
1 Aug 2011 - 31 Aug 2011	6,560	3.52%
1 Jul 2011 - 31 Jul 2011	5,991	3.70%
% Change	9.50%	-4.86%
<b>/EducationAndLearning/Schools/TermHolidayAndClosureDates</b>		
1 Aug 2011 - 31 Aug 2011	6,381	3.42%
1 Jul 2011 - 31 Jul 2011	3,703	2.28%
% Change	72.32%	49.73%
<b>/BusinessAndTrade/PlanningAndBuildingStandards/Planning-</b>		
1 Aug 2011 - 31 Aug 2011	3,513	1.88%
1 Jul 2011 - 31 Jul 2011	3,350	2.07%
% Change	4.87%	-8.88%
<b>/UsefulLinks/ContactUsLandingPage.aspx</b>		
1 Aug 2011 - 31 Aug 2011	3,417	1.83%
1 Jul 2011 - 31 Jul 2011	3,088	1.90%
% Change	10.65%	-3.85%

### Visitors Overview

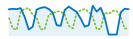


## Map Overlay





### All traffic sources sent a total of 61,567 visits



**10.96% Direct Traffic**

Previous: 11.83% (-7.35%)



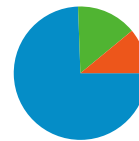
**14.61% Referring Sites**

Previous: 15.45% (-5.38%)



**74.42% Search Engines**

Previous: 72.72% (2.34%)



- **Search Engines**  
45,821.00 (74.42%)
- **Referring Sites**  
8,998.00 (14.61%)
- **Direct Traffic**  
6,748.00 (10.96%)

### Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
<b>google (organic)</b>			<b>north ayrshire council</b>		
1 Aug 2011 - 31 Aug 2011	39,306	63.84%	1 Aug 2011 - 31 Aug 2011	10,225	22.32%
1 Jul 2011 - 31 Jul 2011	31,529	62.20%	1 Jul 2011 - 31 Jul 2011	8,468	22.97%
% Change	24.67%	2.64%	% Change	20.75%	-2.86%
<b>(direct) ((none))</b>			<b>north ayrshire council vacancies</b>		
1 Aug 2011 - 31 Aug 2011	6,748	10.96%	1 Aug 2011 - 31 Aug 2011	1,470	3.21%
1 Jul 2011 - 31 Jul 2011	5,996	11.83%	1 Jul 2011 - 31 Jul 2011	1,281	3.48%
% Change	12.54%	-7.35%	% Change	14.75%	-7.68%
<b>bing (organic)</b>			<b>north ayrshire</b>		
1 Aug 2011 - 31 Aug 2011	2,734	4.44%	1 Aug 2011 - 31 Aug 2011	990	2.16%
1 Jul 2011 - 31 Jul 2011	2,177	4.29%	1 Jul 2011 - 31 Jul 2011	881	2.39%
% Change	25.59%	3.39%	% Change	12.37%	-9.60%
<b>navigate.north-ayrshire.gov.uk (referral)</b>			<b>north ayrshire school holidays</b>		
1 Aug 2011 - 31 Aug 2011	2,619	4.25%	1 Aug 2011 - 31 Aug 2011	982	2.14%
1 Jul 2011 - 31 Jul 2011	2,842	5.61%	1 Jul 2011 - 31 Jul 2011	542	1.47%
% Change	-7.85%	-24.13%	% Change	81.18%	45.76%
<b>yahoo (organic)</b>			<b>eglinton park</b>		
1 Aug 2011 - 31 Aug 2011	1,507	2.45%	1 Aug 2011 - 31 Aug 2011	351	0.77%
1 Jul 2011 - 31 Jul 2011	1,275	2.52%	1 Jul 2011 - 31 Jul 2011	451	1.22%

% Change

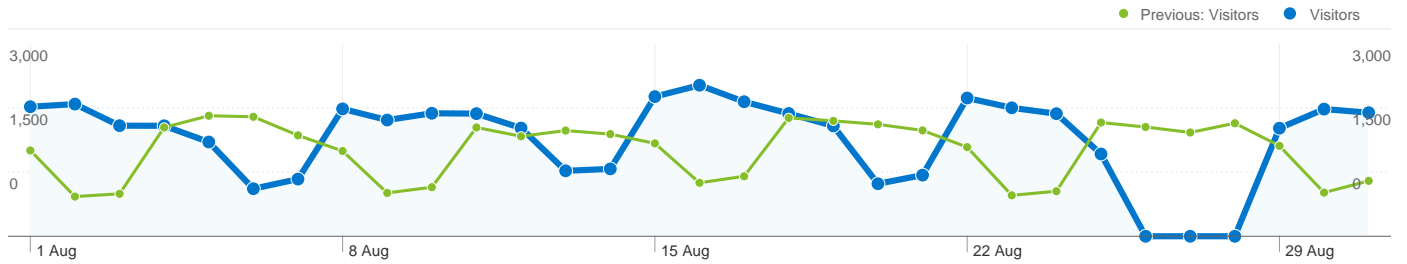
18.20%

-2.69%

% Change

-22.17%

-37.39%



### 34,481 people visited this site

**61,567** Visits

Previous: 50,687 (21.47%)

**34,481** Absolute Unique Visitors

Previous: 30,785 (12.01%)

**186,577** Pageviews

Previous: 162,121 (15.09%)

**3.03** Average Pageviews

Previous: 3.20 (-5.25%)

**00:02:29** Time on Site

Previous: 00:02:43 (-8.97%)

**51.31%** Bounce Rate

Previous: 49.08% (4.53%)

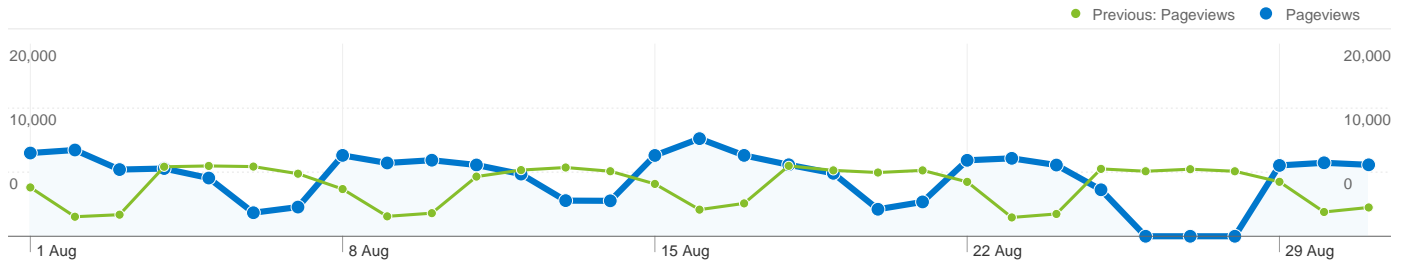
**38.67%** New Visits

Previous: 42.15% (-8.24%)

### Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
1 Aug 2011 - 31 Aug 2011	42,480	69.00%	1 Aug 2011 - 31 Aug 2011	61,567	100.00%
1 Jul 2011 - 31 Jul 2011	35,662	70.36%	1 Jul 2011 - 31 Jul 2011	50,687	100.00%
% Change	19.12%	-1.93%	% Change	21.47%	0.00%
Firefox					
1 Aug 2011 - 31 Aug 2011	6,824	11.08%			
1 Jul 2011 - 31 Jul 2011	5,489	10.83%			
% Change	24.32%	2.35%			
Chrome					
1 Aug 2011 - 31 Aug 2011	5,874	9.54%			
1 Jul 2011 - 31 Jul 2011	4,490	8.86%			

% Change	30.82%	7.71%
Safari		
1 Aug 2011 - 31 Aug 2011	4,683	7.61%
1 Jul 2011 - 31 Jul 2011	3,682	7.26%
% Change	27.19%	4.71%
Android Browser		
1 Aug 2011 - 31 Aug 2011	872	1.42%
1 Jul 2011 - 31 Jul 2011	655	1.29%
% Change	33.13%	9.60%



**Pages on this site were viewed a total of 186,577 times**

 **186,577 Pageviews**

Previous: 162,121 (15.09%)

 **135,472 Unique Views**

Previous: 116,378 (16.41%)

 **51.31% Bounce Rate**

Previous: 49.08% (4.53%)

## Top Content

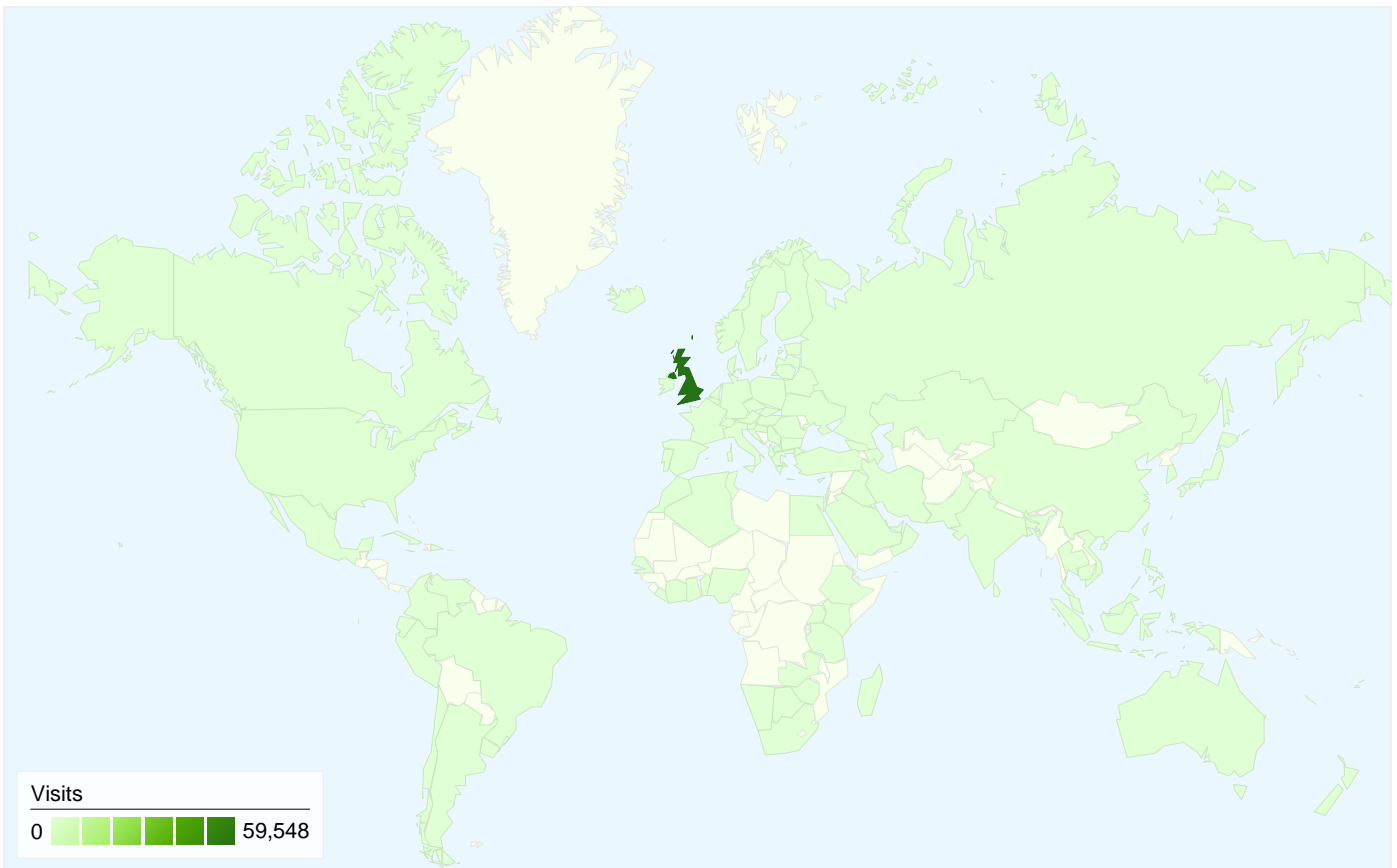
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1 Jul 2011 - 31 Jul 2011	3,088	1.90%

% Change

10.65%

-3.85%

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**61,567 visits came from 115 countries/territories**

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>61,567</b> Previous: 50,687 (21.47%)	<b>3.03</b> Previous: 3.20 (-5.25%)	<b>00:02:29</b> Previous: 00:02:43 (-8.97%)	<b>38.69%</b> Previous: 42.17% (-8.26%)	<b>51.31%</b> Previous: 49.08% (4.53%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United Kingdom</b>					
1 August 2011 - 31 August 2011	<b>59,548</b>	3.05	00:02:31	37.60%	50.84%
1 July 2011 - 31 July 2011	<b>48,648</b>	3.24	00:02:46	40.80%	48.45%
% Change	<b>22.41%</b>	<b>-5.59%</b>	<b>-9.05%</b>	<b>-7.85%</b>	<b>4.94%</b>
<b>United States</b>					
1 August 2011 - 31 August 2011	<b>501</b>	2.12	00:01:08	78.24%	70.06%
1 July 2011 - 31 July 2011	<b>529</b>	1.99	00:01:03	82.04%	70.13%
% Change	<b>-5.29%</b>	6.19%	7.80%	<b>-4.63%</b>	-0.10%
<b>(not set)</b>					
1 August 2011 - 31 August 2011	<b>280</b>	2.91	00:02:04	55.36%	48.93%
1 July 2011 - 31 July 2011	<b>266</b>	3.08	00:03:57	54.51%	52.26%
% Change	<b>5.26%</b>	<b>-5.35%</b>	<b>-47.91%</b>	1.55%	-6.37%
<b>Canada</b>					

1 August 2011 - 31 August 2011	<b>133</b>	4.07	00:02:18	68.42%	57.14%
1 July 2011 - 31 July 2011	<b>115</b>	3.40	00:02:09	86.96%	65.22%
% Change	<b>15.65%</b>	19.64%	6.86%	<b>-21.32%</b>	<b>-12.38%</b>
India					
1 August 2011 - 31 August 2011	<b>102</b>	1.72	00:01:08	80.39%	68.63%
1 July 2011 - 31 July 2011	<b>88</b>	2.60	00:01:46	90.91%	70.45%
% Change	<b>15.91%</b>	<b>-34.07%</b>	<b>-35.76%</b>	<b>-11.57%</b>	<b>-2.59%</b>
Germany					
1 August 2011 - 31 August 2011	<b>96</b>	2.16	00:01:10	55.21%	60.42%
1 July 2011 - 31 July 2011	<b>84</b>	1.79	00:00:50	73.81%	73.81%
% Change	<b>14.29%</b>	20.75%	40.39%	<b>-25.20%</b>	<b>-18.15%</b>
Australia					
1 August 2011 - 31 August 2011	<b>93</b>	2.30	00:01:16	84.95%	70.97%
1 July 2011 - 31 July 2011	<b>108</b>	2.62	00:02:10	85.19%	57.41%
% Change	<b>-13.89%</b>	<b>-12.19%</b>	<b>-41.58%</b>	<b>-0.28%</b>	<b>23.62%</b>
Ireland					
1 August 2011 - 31 August 2011	<b>92</b>	1.75	00:01:01	73.91%	63.04%
1 July 2011 - 31 July 2011	<b>52</b>	1.56	00:01:08	86.54%	67.31%
% Change	<b>76.92%</b>	12.35%	<b>-10.95%</b>	<b>-14.59%</b>	<b>-6.34%</b>
Netherlands					
1 August 2011 - 31 August 2011	<b>85</b>	3.34	00:01:50	37.65%	36.47%
1 July 2011 - 31 July 2011	<b>73</b>	2.27	00:01:55	36.99%	41.10%
% Change	<b>16.44%</b>	46.93%	<b>-4.79%</b>	1.79%	<b>-11.25%</b>
France					
1 August 2011 - 31 August 2011	<b>63</b>	2.05	00:01:06	58.73%	63.49%
1 July 2011 - 31 July 2011	<b>88</b>	2.15	00:00:45	61.36%	55.68%
% Change	<b>-28.41%</b>	<b>-4.66%</b>	46.59%	<b>-4.29%</b>	<b>14.03%</b>

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